**Knowledge Organiser KT 4 Voting Behaviour**

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| Subject Specific Vocabulary | Short-hand definitions |
| Class dealignment |  |
| Floating voter |  |
| Political socialisation |  |
| Valence |  |
| Issue voting |  |
| Rational Choice Theory |  |
| Electoral Volatility |  |

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| Social Factors ( Long Term Factors) Class used to be a key determinant 1945-70, early political socialisation, class and partisan alignment. 1964 64% C2 D and E voted Labour while 62 A B Ci voted Con. Education, media, ideological changes in parties, deindustrialisation, embourgeoisement all affected this. In 2010 only 38% class voters, and in 2017 no difference for Conservatives on A B C1/C2DE and better in 2019. 100 most wkg class constituencies in 2019 53 L 31 ConGender: Not a key factor. Only a small gender gapAge: Has become increasingly a factor. Brexit 73% 18-24 Remain, 60% 65+ Leave. Same in 2017 L had 47% lead over Cons in 18-19 and Cons 50% lead in 70+. Same in 2019Ethnicity: BME have historically voted Labour. 2017 Lab received 77% BME votes down to 64 in 2019. British Indians 30-40 Con from 2010-17. Whites 48 to Labour 29 in 2019Region: 1980s North South divide. Labour doing better in suburbs of London but collapse of Red Wall. Long term decline not just 2019. Huge Conservative strehnhiin non urban areas. SNP dominate in Scotland. 1997 Labour had 56/63, Labour got 1 MP 2019 Cons 6!!!Note Goodharts Somewhere’s Nowhere’s  |

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| Short Term FactorsIssue voting/Rational Choice – idea that policy at the heart of voting behaviour. Rational choice voting based on self interest2019 Cons got 74% Leave voters, Labour only 49 remainWrong’ policies can be a problem – 1983 Labour or a benefit 97 Labour2019 ’Get Brexit Done’ But 2017/19 Labour policies were more popular but lostValence: Competent and credible. 97,2010. 2019Leaders: Now need to be : Telegenic, trust, strength, Blair, 2010 TV Debates Clegg but real problem was Brown behind Cameron2017 Strange election. Corbyn effect but lost it by 2019. 49% said Johnson best PM whereas Corbyn 30Party imageLabour 1980s Conservative 97-2005 Nasty Party, Labour professionalism 87-2005 but accompanied by policy and leaderCameron ‘detoxifying image 2005 10 – 5% swing to Cons from Labour2017 May strong and stable, Corbyn positive ambitious2019 both weakCampaigns: Labour’s debt crisis 2010, 2017 dementia tax, Joe Swinson Lib Dems |

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| Election Case studies1983: 44 to 143 majority polling half a million less votes, 3 million unemployed, Thatcher most unpopular ever in 1981. 42.4% of vote but SDP party 25% of vote hurt LabourClass ABC1 55% Con 16 Lab, 37% C2DE Con and 22 LabAge 40% across all ages. Very different to nowLeadership – Footv Thatcher, Policies longest suicide note in history, media Lab no support, Issues Falklands1997178 majority landslideDid Cons lose it: 1990s splits over Europe, ERM destroyed reputation for economic competence even though by 97 economy was in good shape, sleaze, MajorClass: Labour share of AB vote up by 12%, 50%C2s 59% DEGender: 10% swing to Labour women. Age Cons lost 16%45-54. Labour increased share 18-24, 25-44 by 10%Short Term: Policies: Clause iV, tough on crime/causes of crime, prudence with a purpose, Media Charm offensive with Murdoch press, Blair, Cool Brittania Campaign slick effective Cons backdrop of sleaze.2010: hung parliamentClass: AB and C1 by ten points over Lbour. No gender gap, Age not significant, Region, England swung Conservative.Leadership Brown awful, financial crisis, Policies – austerity double dip recession, Media against Brown, Gillian Duffy campaign |

Evaluate the view that most elections are won or lost by the competence of governments rather than the skill of the opposition.

**Evaluate the view that social factors are most important in determining election outcomes**

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2017: Odd election

May 20 points clear and lost majority

Corbyn turned from liability to asset gaining 10% vote share

Class: Best result C2Des since 1979, Ethnicity 6% swing to Labour, Age 25-34 huge swing to Labour, 18-24 yr olds especially female, Education 17 point lead for Cons in no qualifications, 15 point Labour lead graduates

Campaign – decisive May threw lead away, Media ( social media labour won by miles, #forthemany, positive, hopeful, celeb sponsorship, focussed on getting vote out less on negative campaigning

Issues: Brexit 54-26 Labour remainers, Cons 65-24 Leavers

2019: 80 seat majority, Get Brexit done,

Class – gains for Cons C2DE, labour losing in all social classes

Region: Red Wall Cons 33/63 in this area

Age:35-54 7% swing to Cons but labour increased 18-24 and Cons 47py lead 65+. Ethnicity same as 2017

Campaign: Get Brexit Done controlled by Cummings, ‘people v establishment Westminster bubble

Leadership: Corbyn less popular, anti semitism dithering over Brexit, sniff test in Red Wall

Media: Mainstream newspapers had set Corbyn up. Social media platforms said he could win, No chance: Echo chamber